



Kamil Shof

HEAD OF PRODUCTION · BARCELONA

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Over 8 years I went from creator and creative producer to operations management. I build production teams from scratch and run international projects (LATAM, Europe, CIS, UAE) from pre-production to the final master.

8

YEARS OF EXPERIENCE

600+

PROJECTS IN A YEAR

15

COUNTRIES

50

PEOPLE MANAGED

EXPERIENCE

Head of Production

Nov 2024 – now

PIN UP GLOBAL / REDCORE

Built Redcore's production from scratch — a full-cycle studio of 20: Creative, Production, Post-Production. We run conferences for 8 global brands, shoot TV commercials and grow the company's AI direction for photo and video content.

Operations Manager

Dec 2023 – Sep 2024

1win

Operational management of the marketing, partner-program, B2B, creative, production and sales teams. Processes and tracking in Jira / Confluence / Notion, hiring and optimization to business needs, my own team of project managers. 3 months as acting marketing director.

Head of Production

Feb 2023 – Mar 2024

1win

Created and hired a production team inside a major brand, set up team leads for creative, production and post-production. Produced international projects across LATAM, Europe, the CIS and the UAE; ran post-production remotely from Kazakhstan. 25 people, 56 projects at once, daily work in 5 countries.

Creative Manager

Oct 2022 – Mar 2023

Five public

Launched a new media outlet about promising projects in Russia: built a team of 5-6, site + social format, set up task tracking and a series of digital special projects.

Creator

May 2022 – Nov 2022

Dark

360 concepts for the agency's brand clients, pitching and defending ideas. Work included a series of ideas for a major retail brand and a pharma project, "Five Stages of Acceptance."

Creator

Jan 2022 – Mar 2022

Setters

Communication and creative strategies for brands, special projects, concepts for pitches.

Creative Producer

Sep 2021 – Jan 2022

BlackLight

Communication and creative strategies, special projects for brands, concepts for pitches.

Creator

Mar 2019 – Sep 2021

Out Digital

Creative strategies and brand social media (Telegram, Twitter, Instagram, VK), 360 campaigns on TikTok. Refreshed Sber's social concept; launched TikTok special projects with Magnit, Pepsi and Tinkoff.

Creative Producer

May 2018 – Mar 2019

Entermedia.io

Partner special projects and events, social creative, a micromedia launch (10,000 followers in 3 months), city events and collaborations in Kazan.

SELECTED WORK – FULL REELS AT [KAMILSHOF.COM](https://kamilshof.com)

PIN UP · Partners – brand identity film

NDA – confidential brand campaign

FC Irtysh – TV commercial, Kazakhstan

PIN UP · Poker – product showcase

Cherry – automotive launch film

- Magnit – one of the first TikTok brand challenges

- 1WIN – esports team presentation

- Haier – Kazakhstan account videos

- Limitless – contest launch event

CLIENTS

Sber · Magnit · Pepsi · Tinkoff · Yandex · Burger King · AliExpress · 1win · Pin Up · Redcore ·
Cherry · Snapchat · Haier · Avito

Languages: Russian, English, German

Full interactive portfolio → kamilshof.com